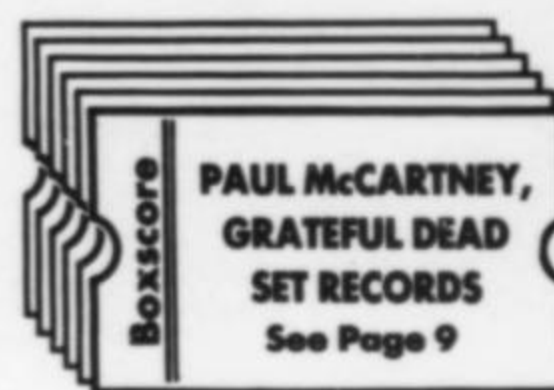




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INSIDE...

MORE MADONNA MADNESS

Madonna madness continues. On March 31, the first day tickets went on sale for her "Blond Ambition" summer tour, nearly 400,000 tickets were sold during the first two hours, accounting for more than \$11,460,000 in revenues. The ducats were all sold through Ticketmaster's new computer system that allows for 1,000 calls per minute nationwide. See story on Page 7.

OPENING DAY PROMOS

In the last part of an exclusive pre-season look at opening day promotions for Major League Baseball, AB surveyed the American League teams and found a wide array of planned activities. From sky divers in Milwaukee to free calendars in Cleveland, fan-pleasing events have been set. See story on Page 6.

LISEBERG INTO SPACE

Spaceport Liseberg, a \$16.8 million attraction at Sweden's Liseberg amusement park, is set to open on April 14. The new themed area will consist of a sky tower, the "largest flight simulator in the world," interactive games, the Stardust Restaurant, and a merchandise shop. In Miami, the Seaquarium has announced a \$55 million expansion and renovation program that will include a water-themed play area. See stories on Page 20.

AMPHITHEATER HAPPENINGS

More than 1,000 turned out to watch groundbreaking activities for Zev Bufman's new Phoenix (Ariz.) amphitheater on March 29. The \$9.7 million project is set to open in November. In Houston, the PACE Entertainment Group-operated \$7.5 million Cynthia Woods Mitchell Pavilion will kick off its premiere season during the weekend of April 27 with events by the Houston Symphony, Frank Sinatra and Alabama. PACE's Pittsburgh facility, Star Lake Amphitheatre, sold out 20,000 seats for its premiere concert by Billy Joel. See stories on Pages 7 and 11.

CREATIVE MONEY MAKING

A session during the Mid-West Fairs Assn. confab stressed the use of creativity in generating funds for fairs increasingly adrift from state, county or city subsidies. Taking normally contracted services in-house was a creative answer for the State Fair of Oklahoma, which bought Ogden's food and drink contract out three years ago. See story on Page 24.

ON AB'S BACK COVER...

Conklin Shows posted its biggest gross ever during its 18-day run in Miami at the Dade County Youth Fair & Exposition. The gross was \$3,713,493, almost \$325,000 more than last year. Blue Grass Shows reported the best weather since 1975 during their "winter dates" in Florida. Official: "We didn't lose any days to rain." See stories on Page 36.

Dade County Fair Marks Record Gross, 800,000-Plus Turnout

By PATRICIA BATES

MIAMI — The 39th annual Dade County Youth Fair had its third-highest attendance of 801,675 and a record ride gross of \$3,713,493 during its March 15-April run.

The fair fared well, with per capita spending at \$4.63 for rides by Conklin Shows. Advance passes were sold through civic groups or corporations.

Last year, those revenues were \$3,389,227 for the carnival; this year

Continued on Page 25



WIN, PLACE, AND SHOW — "Florida's Blue Ribbon Event" wrapped up with its third-highest attendance ever at 801,675. The 39th annual Dade County Youth Fair & Exposition, Miami, set a record for total ride gross — \$3,713,493. Executive Vice President and General Manager Darwin Fuchs, Talent and Promotions Director Jackie Stein, and Concessions Manager Connie Fernandez, right, revel in the success. (AB Photo)

Dorney Park, Six Flags Fight It Out In Court

By LISA ZHITO

In the latest step in what has been an argument raging since last fall, Dorney Park and Six Flags Over Texas are taking their dispute over who has the world's tallest wooden roller coaster to court.

On March 30 attorneys for Dorney Park, Allentown, Pa., filed suit in U.S. District Court, Eastern District of Pennsylvania, against the Arlington, Texas,

They are seeking an immediate injunction prohibiting Six Flags Over Texas from continuing its "world's tallest wooden roller coaster" advertising. The suit also demands that Six Flags initiate and pay for an advertising campaign which would correct damage from its "world's tallest" claim. The suit also asks for monetary restitution for damages which the advertising campaign cannot correct.

A preliminary hearing is tentatively scheduled for April 11, 12 or 13, according to Richard Stevens, co-counsel with the law firm of Stevens & Johnson, Allentown. Joseph Bubba, of Fitzpatrick, Lentz & Bubba, Allentown, is also co-counsel.

The argument began last fall when Six Flags began construction on its Texas

Continued on Page 22



CAPITOL'S NEW YEAR — No, it wasn't an April Fool's joke when Capitol Records' Nashville office held a "Happy New Year" celebration April 2 — just a chance for Capitol artists and staffers to play host to Music Row. Jimmy Bowen, right, president of Capitol's Nashville division, talks with Capitol artist Dan Seals, center, and Jesse Garon, president of American Concert and Touring Co., which books Seals. (AB Photo)

With Wrestlemania VI Over, '91 Tickets Already On Sale

By LINDA DECKARD

Wrestlemania VI hadn't even hit the mat before Wrestlemania VII tickets were on sale, a year in advance rather than the usual two months. The 1991 event will be at the 94,500-capacity Los Angeles Memorial Coliseum.

Wrestlemania VI drew a live gate of 67,678 attendance and \$3,502,841 (Canadian) gross at the Toronto (Ont.) SkyDome on April 1, said Basil DeVito, senior vice president of marketing and promotions for the World Wrestling Federation and Titan Sports event producer and promoter.

Tickets were scaled \$150, \$100, \$75, \$50 and \$25. The event featured Hulk Hogan losing his world heavyweight championship title to The Ultimate Warrior in the Ultimate Challenge.

Continued on Page 17



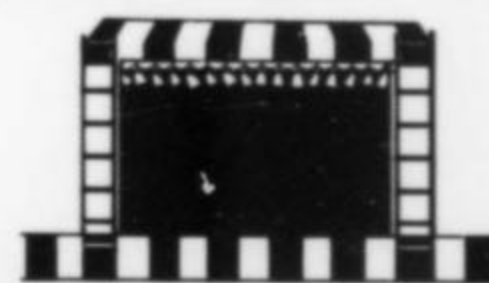
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SALES PITCH — Bike has just signed a licensing agreement with Major League Baseball to supply about 20 products for all equipment managers and trainers. Bike's Ed Christman, left, gives his sales pitch to Jerry Risch, visiting equipment manager to the St. Louis Cardinals, during the winter baseball meetings in Nashville (AB Photo)

With Wrestlemania VI Over...

Continued from Page 1

The event set a house attendance record which isn't likely to be matched, given the 20- by 20-foot ring setup, which allows for so many seats on the floor, he said. The gross was a record for Wrestlemania, topping \$2 million in 1989 at the Trump Plaza Hotel & Casino in Atlantic City, N.J., where tickets carried premium prices.

Per cap on souvenirs at the Sky-Dome was \$8.87, for a gross of more than \$600,000, DeVito reported. That compares to about \$250,000 last year, "double our previous one-venue high." The show ran three and a half hours.

Pay-per-view is also on the upswing. Results won't be in for two weeks, but DeVito said the promoter anticipates 1.1 million buys at \$29.95 per household, which would mean almost \$33 million gross. That would break last year's record of 950,000 buys at \$24.95 each. An average of nine people per household watch.

The only thing associated with Wrestlemania that's on the decline is closed circuit, which relates to the growth of pay-per-view. DeVito did not have closed circuit totals, but did admit that strong closed circuit sites are becoming fewer. "There are less closed circuit events in the local marketplace. People are out of the habit."

The Orange Pavilion at the National Orange Showgrounds in San Bernardino, Calif., offered Wrestlemania on closed circuit, attracting 2,600 people and grossing \$28,761, said Susan Marshall, box office manager. Tickets were \$15 and \$9 and Titan Sports promoted. It was down 30 percent from last year. Pay-per-view competed for the first time.

At the Los Angeles Sports Arena, 2,015 people paid \$20, \$17 and \$9 for tickets to the closed circuit telecast. Gross was \$27,710.

2,000 TICKETS SOLD...FOR 1991

The Los Angeles Sports Arena had sold 2,100 tickets for Wrestlemania VII by Tuesday (3), DeVito revealed. The event is slated for March 24, 1991.

Tickets went on sale April 1 and

are scaled \$150 ringside, \$50, \$25 and \$10, the latter are bench seats in the upper decks. There were \$9 seats when Wrestlemania went to the Pontiac (Mich.) Silverdome in 1987, where a record 93,173 tickets were sold, DeVito recalled. He expects to go clean in L.A., as per tradition. Part of the sale is the thrill of being there.

Not only is Wrestlemania VII on sale, but DeVito said the World Wrestling Federation will be sending out requests for proposals for sites for VIII "in a month or so." The philosophy behind planning ahead is simple — sponsorships, marketing and hype.

In the past, Wrestlemania tickets have gone on sale in February for a March show. Sponsors start seeking involvement at a point too late to be effective on either side, DeVito said. Starting a year out, the World Wrestling Federation will be able to involve more sponsors. It's a Super Bowl or National Collegiate Athletic Assn. Final Four mentality, he explained. It's a mega-event and will henceforth be treated as such.

It has even become a weekend happening rather than single show. DeVito explained the Wrestlemania Festival kicked off March 31 with a 5-K run which attracted 1,200 participants. Brooks Shoes was the sponsor. Funds raised, about \$2,500, went to charity.

That was followed by Midday Madness which offered autograph and photo sessions with WWF superstars to invited guests only. On March 31, Mean Gene Okerlund, WWF announcer, hosted a gala dinner for 300 at the Skydome Hotel, once again for invited guests. On April 1, the Bagels, Bacon & Biceps Brunch was hosted by Sean Mooney, WWF announcer, again for 300 guests. These events are geared toward sponsors and can be expanded with the year-long planning effort.

Sponsors to date have been mostly "media partners." The Toronto Sun, CHCH Channel 11 TV, KEY590 radio and CFNY radio were sponsors in Toronto, providing promotions, purchase of tickets and media time.

Continued on Page 28

Jay Brame Inc. Plays Dual Role...

Continued from Page 15

Marketing in St. Petersburg, Fla., and will do the same with USA Hockey.

"Our merchandise efforts on their (hockey) behalf will take them through the Winter Olympics in 1994," Oshust explained. "We are working with them on image enhancement, promotion and marketing. They develop the tour and we sell the merchandise that is available. There are 330,000 members in the hockey association in the U.S. This is a sport that the entire family becomes involved in, and we make sure our merchandise includes things for not just dad, but mom and the kids too."

Brame is not responsible for going to the site of the tournaments and actually selling the merchandise it creates. The company prefers to deal directly with the facility which has the concessions.

"Usually we deal with the gift shop that is already set up in the facility," Oshust explained. "We negotiate for our client through them to get the merchandise at the tournament site. We don't worry about individual school insignias, which are already established. We're only involved in the merchandise as it ties into the conference with which we are working."

Oshust said his business is very client oriented, with his responsibility being first to the client who has hired them to develop merchandise.

"We talk with them, ask what they want us to create, and we

take it from there," Oshust said. "Most recently we had merchandise at the first annual Baseball Reunion in St. Petersburg. They are sponsoring a 12-city celebrity baseball tour, which will include a celebrity golf tournament in conjunction with each game. There will also be a two-day card fair. At this activity, we'll sell at both the card fair and at the stadium where the game is held."

In the case of the hockey association, Oshust said the U.S. Select team stays in place for 15 months, and if they win the Olympics, the demand for the merchandise increases. The catalogs developed for them will go to all the 330,000 members of the hockey association as well through other distribution points.

He said they may get a pharmaceutical company to tie in with a shaving cream used by the team members, then distribute catalogs through the drug stores. In the case of baseball league representation, the firm does a very similar promotion.

Tour merchandise consists of T-shirts, sweatshirts, baseballs, miniature baseball bats, and other items normally sold on the road. Catalogs carry a more extensive line of clothing and other memorabilia relating to the league for which the company develops the merchandise. Catalogs carry 45-50 items.

"The big thing we're finding this year is that colors are in, especially with T-shirts," said Oshust. "Teal, blue, grey, beige, yellow, we sold all those first, then we started selling

the whites. The more fluorescent colors are really popular too. They were supposed to be over this year, but they are doing really well again."

"Right now we don't have anything that's really unique that we're selling as tour merchandise. I think if there's going to be a unique item, it will come out of our catalog. In fact, we are developing some things right now that I can't talk about because they won't be released for awhile," Oshust said.

The department of Jay Brame that handles the portfolios for sports figures is a fairly new division, having been in existence for only six or seven months.

"Hopefully it will become appreciably bigger," Oshust said. "The economy is very important in an undertaking like this. We're being very cautious and very deliberate in developing this part of the business. We're trying to maintain a reasonably small organization yet be able to offer a variety of services."

Lakeland Civic...

Continued from Page 13

There were 770 usage days in 1989, and 1,210,614 ducats were sold for these, mostly through Ticketmaster. In September 1989, Bon Jovi established a house gross record with \$351,288 in two SROs from 19,771 fans.

Facts and figures are being compiled by Johnson for a proposed 15,000- to 20,000-seat amphitheater at Lakeland. He will be making trips to other open-air halls around the U.S.



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N.Y.'s Pilot...

Continued from Page 14

\$118 million, respectively."

Also in the plans are new escala-
tors and stairways; expanded press
facilities will accommodate 30
more writers, and the arena's 40
private suites would be increased
to 70.

Selling leases should not pose a
problem: currently all 40 have sold
out and Billoni said there is a wait-
ing list of 50 companies. Similarly,
there is a cap of 9,000 for season
tickets and all have sold out for the
third straight year; there is a wait-
ing list of more than 1,000, said
Billoni.

With Wrestlemania ...

Continued from Page 17

"This year, we'll make more
sponsorships available," DeVito
said. Wrestlemania has all the
year-long WWF sponsors as poten-
tial buyers. WWF presents about
950 live events worldwide annual-
ly, DeVito said.

In six years, Wrestermanias have
accounted for 270,000 tickets sold.
Innovation is the name of the
game. The first event was at Madi-
son Square Garden, New York
City, in 1985, sold out at 20,000
seats. Every Wrestlemania has sold
out since.

Wrestlemania II was held at
three sites simultaneously — Nas-
sau Coliseum, Uniondale, N.Y.,
17,200 tickets sold; Rosemont (Ill.)
Horizon, 18,200; and Los Angeles
Sports Arena, 16,100. Wresterma-
nia III was at the Silverdome —
93,173.

Wrestlemanias IV and V were at
Trump Plaza, drawing 18,100 and
19,500. Trump Sports and Enter-
tainment proved to be "wonderful
marketers," luring WWF back,
DeVito said. Then, people began to
think Trump Plaza was a perma-
nent site and sent checks in ad-
vance for tickets. That's when it
was obvious to WWF management
this could go on sale a year in ad-
vance. It could be planned two
years in advance.

Ogden Signs ...

Continued from Page 20

International Broadcasting Corp.
(IBC).

Mike Zielinski, who has been at
Louisville (Ky.) Downs for the
past two years, has been selected
as general manager for the OAES
operation in the park.

"It's a Canadian account, so
we'll hire a lot of existing employ-
ees," said Rayner.

"We'll be interviewing existing
employees and hope to retain as
many as we can. We'll provide food
and beverage service on the boats
that take patrons into the park, on
the island, and for the moonlight
cruises into the park. We'll be up-
grading the menus some. Opening
date is set for May 19," said Ray-
ner.

Campbell Heading...

Continued from Page 15

Chip Campbell, formerly presi-
dent of Ohlmeyer Sports, will be
the new firm's president and chief
executive.

SPI will develop sports strate-
gies for corporate clients, manage
events, sell sponsorships, negotiate
and package television rights, and
create and market events.

Thomas J. Mosser, president of
Burson-Marsteller/USA, said the
move represents "a major expan-
sion into an area that has been
good to (us) in the past and that is
of great importance to our clients."

Previous Burson-Marsteller and
Ohlmeyer sports clients have in-
cluded the Seoul Olympics, the
Goodwill Games, the Orange Bowl,
the National Collegiate Athletic
Assn. and the World League of
American Football.

Campbell is a veteran of 20 years
in the sports business. He has held
senior positions with the PGA
Tour, the PGA, and the Balti-
more Colts, as well as Ohlmeyer
Communications.

Other new SPI staffers include
Ray Benton, former president of
ProServ and a sports consultant to
Burson-Marsteller, who will work
with Campbell.

Alfred Schreiber, executive vice
president-event marketing at Bur-
son-Marsteller, will oversee the
new venture.

Heuga/Mazda Ski Series Expected To Raise \$1 Mil

Company, Darien, Conn., negoti-
ated a multi-year sponsorship with
Mazda Motor of America in associ-
ation with the Jimmie Heuga Cen-
ter of Avon, Colo., to help raise a
projected \$1 million to fight multi-
ple sclerosis (MS) through a series
called Jimmie Heuga's Mazda Ski
Express.

Other sponsors include Rossig-
nol, which will offer ski packages,
and Time Inc. which will donate
four national pages of advertising
in *Time*, *People*, *Money* and *Sports*
Illustrated.

The promotion, which is taking
place at 26 ski areas throughout
the U.S., is open to three-person
co-ed teams that raise a minimum
of \$1,000 each, with a national
final that was to have been held
April 5-8 at Vail and Beaver Creek,
Colo.

Winning teams were selected
from 25 local events according to a
scoring system that combines the
results of a four-hour ski mara-
thon, a dual giant slalom, and
money raised through pledges gen-
erated by the participating teams.
Champion teams from each event
were awarded an expense-paid trip
to participate in the national finals
at Vail, where they had the oppor-
tunity to ski side by side with
Olympic skiing champions and
show business celebrities.

In addition to managing the
overall program for Mazda, Sports
& Company conducted enhanced
promotions at 10 of the events.
This involved entertainment and
display and test drives of Mazda's
line of four wheel drive vehicles,
the Protege, the MPV minivan and
the 4WD pickup. Mazda is contrib-
uting \$5 to the center for each test
drive, and participants are entered
into a sweepstakes for a Rossignol
ski package and are eligible for a
cash back purchase incentive on the
featured vehicles.

The Jimmie Heuga Center is
named after the American Olympic
medalist skier (1964 Innsbruck
Winter Games) who developed MS
at the height of his career. It is a
non-profit scientific research or-
ganization with programs designed
for people with physical chal-
lenges. The Mazda Ski Express is
the major funding source for the
center's five-day medical program
and contributes to various addi-
tional charities nationwide.

Surfing...

Continued from Page 19

65,000 people were served at pri-
vate affairs, and Beirnes said that
number is expected to double this
year. They have several areas hold-
ing up to 5,000 where receptions
can be held.

It is anticipated that the restau-
rant will be open during regular
park hours, but Beirnes said that if
there is interest, the club might
stay open longer than the park.

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